

BID Planning Elements

1. Pilot BID along Hollywood Boulevard from La Brea to Vine.

- . Recruitment of property owner participants
- . Refocus existing resources
 - . Security program (CRA/MTA)
 - . Cleaning program (New: HBT?)
 - . MTA Marketing program
- . Develop budget for missing elements (cleaning?)
- . Secure financial commitments from owners/agencies
- . Implement with focused cleaning program

2. Planning for long-term program

- . Budget: staff, administrative costs, maintenance & security, marketing, special events
- . Boundary and Assessment formula
- . Outreach to businesses for consensus
- . City Council authority and creation of commission or board
- . Name commission members and develop by-laws
- . Hire staff to implement programs

CitiCorp

Issues:

- . Agree on business points
- . go to Public - stock
Bond
Warrent } issue
- CitiCorp + \$10M - creating a different environment.
- . How to create positive image of City of L.A.)
- . Entertainment Business / own agenda
— Hollywood is a wonderful place —